ARCHIE SERIES

APPROVED BY THE COMICS CODE AUTHORITY

12¢

MAC

JULY

NO. 134

Jughead

POP ART EXHIBIT

TAKE THAT!

POW

THE SHIELD STRIKES

ALL MY LIFE I'VE BEEN AN ART LOVER AND I NEVER KNEW IT!

CAMPS TOMATOE SOUP

ZAP COMICS

POW COMICS

3 COMPLETE FISHING OUTFITS
NATIONALLY ADVERTISED 1966 MODELS
2 LOADED TACKLE BOXES · 41 DEADLY LURES
411 Pcs.

FREE! If you order NOW! 2 LEAKPROOF FLOATING TACKLE BOXES

3 EXPERTLY BALANCED RODS AND REELS

SMOOTH POWERFUL ARGOSY DIRECT DRIVE TROLLING REEL

9 ft. 3 section BAMBOO ROD

28 pc. POPPING LURE SET

POWER ACTION BLACK MAGIC FIBRE-GLASS RODS

STRONGER THAN STEEL OR BAMBOO

SELECT QUALITY MONOFILAMENT LINE

GET ACQUAINTED OFFER

$12.95 DELUXE MODEL

MARK IV LEVELWIND CASTING REEL

FISH KNIFE with SHEATH

55 pc. DROPLINE FISHING OUTFIT

NEW! SUPER "88" AUTOMATIC DUAL DRAG SPINCAST REEL

DIP NET

PUSH BUTTON • CASTING ANTI REVERSE NO BACKLASH

4 FAMOUS TROUT FLIES

NEW!

25 NATURAL BAIT LURES

SURE SHOT ACTION WITH SHRIMP, MINNOWS, GRASSHOPPERS, MAYFLIES, BUMBLEBEES, CRICKETS, LEECHES.

STAR DRAG Found only on best reels

EACH ROD BALANCED TO PERFECTION

FIELD TESTED LURES Proven the Deadliest Dozen Yet

FAMOUS CRAFTY LURES SELECTED FROM WORLDS MOST POPULAR ALL TIME FAVORITES

COMPLETE! NOTHING ELSE TO BUY!

SELECTED FOR YOU BY EXPERTS. This choice fish-getting tackle, used by experts, contains nationally famous brands. Each item carefully chosen—everything you need for all types of fishing. Deadly lures that are all time favorites. A veteran angler or an occasional fisherman can be proud of this precision-built kit. You can go fishing at once. Compare! You will not find a bargain like this anywhere.

LOOK! YOU GET EVERYTHING SHOWN. Super "88" Spincast Reel • Comet X3C Bait Cast Reel • Argosy Direct Drive Trolling Reel • 5 ft. 2 pc. Fiber Glass Spin Cast Rod • 4 ft. Fiber Glass Bait Cast Rod • 3½ ft. Fiber Glass Trolling Rod • 9 ft. 3 section Bamboo Pole and 25 ft. Bank Line • 41 proven Deadly Lures • 5 pc. Furnished Line • 2 Floating Tackle Boxes with removable trays • Fish Knife and Sheath • 28 pc. Popping Lure Kit • Dip Net, Stringer, Split Shot, Clincher Sinkers, Snap Swivels, Assorted Hooks, Snelled Hooks, Cork Bobbers, Popper Corks, and complete instructions. 411 pieces in all.

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YOU KEEP 2 FREE TACKLE BOXES REGARDLESS!

Please rush ..... 411 pcs. 3 Complete Fishing Sets

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☐ I enclose $12.95 plus $1.00 for postage & handling
☐ Ship C.O.D. I will pay C.O.D. charges & postage.

To Canada: $14.95 including Postage & Duty

Jughead "Race Chase"

WOW! BIG ETHEL, YOU DID THAT MILE IN 4½ MINUTES!
JUG, AREN'T YOU GOING TO GET IN SHAPE FOR GIRL'S DAY?
WHY?
ATTENTION!
BOYS OF RIVERDALE HIGH NEXT MONDAY IS
GIRL'S DAY!
ON THAT TRADITIONAL DAY THE GIRLS OF RIVERDALE WILL GIVE THE BOYS A 5 MINUTE HEAD START. ANY BOY CAUGHT BY A GIRL IS OBLIGATED TO BE HER DATE FOR ONE WEEK.

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SHH! DON'T BREATHE A WORD TO ANYONE!
GIRL'S DAY FALLS ON A DAY WHEN THERE'LL BE A TOTAL ECLIPSE AT NOON!
ALMANAC 1966
"BIG ETHEL WILL GO OUT OF HER MIND TRYING TO FOLLOW ME."
THE MORNING OF GIRL'S DAY..
THE RACE IS ONLY A FEW HOURS AWAY, JUGGIEKINS!
I'M RESIGNED TO MY FATE, BIG ETHEL!
CHOKLIT SHOPPE
GOOD! LET'S CELEBRATE IN ADVANCE! I'LL TREAT!
'POP'TATE PROP.
CAN YOU EAT MORE BURGERS?
OF COURSE!
POP, ANOTHER DOZEN BURGERS FOR JUG!
SHE DOESN'T FOOL ME! SHE'S TRYING TO LOAD ME DOWN SO I CAN'T RUN!

THREE MORE SUNDAES FOR JUG!
LITTLE DOES SHE REALIZE THERE'LL BE NO NEED FOR ME TO RUN!
THAT'LL BE $8.50 ALTOGETHER!
WOW!
$8.50
I'M PRETTY EXPENSIVE, AIN'T I?
YOU DON'T KNOW THE HALF OF IT!
I HAD TO FORK OUT ANOTHER $20 TO PRINT THAT PHONEY ALMANAC!
WH... WHAT?
ALMANAC
YOU MEAN THIS THING ABOUT THE ECLIPSE IS ALL A FAKE?
OF COURSE. SEE YOU AT THE RACE!
ALMANAC
OH! SUCH TREACHEROUS CONNIVING!
SHE'S ALMOST AS GOOD AT IT AS YOU!
13

UGH! I FEEL LIKE A FATTED CALF ON HIS WAY TO THE SLAUGHTER HOUSE!
HEY, JUG! MAYBE IT'D HELP IF YOU RACED WITH YOUR TUMMY IN A WHEELBARROW!
DON'T MAKE LIGHT OF MY PLIGHT!
GO!
BANG!
DON'T DESERT ME, LADS!
ZIP
I'M A GONNA!
OIL CHANG
AL'S SERVICE STATION
HEY, BUD! THAT'S A GREASE PIT!
IT'S LIQUID GOLD TO ME!
4

JUST IN TIME! HERE SHE COMES!
DON'T RUN, JUG! YOU DON'T STAND A CHANCE!
GOTCHA!
?
SKWOOSH!
THAT GREASE JOB WON'T DO YOU ANY GOOD!
I COME PREPARED FOR ANY EMERGENCY!
COME HERE, LIL' DOGGY!
YOU'VE GOT MY BRAND ON YOU! YOU'RE ALL MINE NOW FOR A WEEK!
CURSES!

BIG ETHEL! LOOK!
OHMIGOSH! A BULL!!
RUN, JUG! RUN!
I'M TRYING!
THE NEXT DAY...
HEY, JUG, I HEAR BIG ETHEL CAUGHT YOU!
YEAH!
TSK! TSK! THAT MEANS YOU'LL HAVE TO BE HER DATE THIS WEEK!
NO, ARCH! I GOT A FANTASTIC LUCKY BREAK!
... I'M GONNA HAVE TO STAY IN THE HOSPITAL ALL WEEK!
THE END

ROCKY and BULLWINKLE
General Mills
Cheerios
YOU AND CHEERIOS REALLY MAKE SWEET MUSIC TOGETHER, BULLWINKLE!
UH-HUH.
CHEERIOS N' MILK GIVE US PEOPLE MUSCLE-MAKIN' PROTEIN...
...AND LOTS OF GO-GO-GO!
DO YOU MEAN THAT EVERYONE SHOULD GO WITH THE GOODNESS OF CHEERIOS?
YOU'RE DARN TOOTIN'!
SPLOOSH!
BUT THEY SHOULD WATCH WHERE THEY'RE GOING!

ALL THE NEWS THAT FITS WE PRINT

Archie Club News

SEND IN YOUR REPORTS AND WIN CASH PRIZES

JUGHEAD NO. 134 JULY MEMBERSHIP—FIFTEEN CENTS

FIRST PRIZE — $5.00

REPORTER
JUDY FLAGEL
Box 94
Emerson, Manitoba
Canada

Dear Archie,

I am the animal lover of our family. I love every animal under the sun. Most girls are afraid of mice and snakes, but not me!

One day my father and brother went out to the golf course. When they came back, they had a little snake. I was a little afraid of it at first, but soon got over my fright and started to pick it up.

Another day, they came home with a baby skunk, and my brother was going to have it descented, but he thought it was not yet old enough to spray. The day he caught it, our family was playing with it outside. My friend and I went into the house for a moment, and when we returned back outside, there was an awful odor in the air. My father, brother, the skunk and the car were gone. I asked my mother where they had gone. She said they had taken the skunk back to the golf course. She also said that although my brother had said that the skunk was too young to spray, he was wrong. The skunk didn't spray him at first because of the way he was holding him.

When they came back, I found out that there was a whole family of skunks under the clubhouse. Nobody killed them, but one day they vanished. I still wonder what happened to them.

SECOND PRIZE — $3.00

REPORTER
SYBIL LINDENBAUM
2546 East 13th Street
Brooklyn 35, N.Y.

Dear Archie,

When I was seven years old I took a trip with my family to Washington, D. C., and saw all of the things I wanted to see. The first day we went to the historical Washington Monument. We rode the elevator to the top and from the top we walked down, which was a long way. When we came out of the monument we were very tired so we retired to our motel room until night, when we watched the Potomac River.

The second day we went to the famous Smithsonian Institute. There we saw the real cotton gin, the First Ladies' gowns, and Charles Lindbergh's plane, the Spirit of St. Louis. We were very impressed. That night we went to the Capitol, but it was closed.

The next day we packed our bags, got into the car, and went to Williamsburg, Virginia. Then we went to see Jamestown, the governor's palace, the very old church, and other places. We stayed for two more days and then went to Lancaster County. My father bought me a doll there. I still have it.

This trip was unforgettable for me.

THIRD PRIZE — $2.00

REPORTER
SUE HURST
2540 So. St. Aubin
Sioux City, Iowa

Dear Archie,

My name is Sue Hurst. I have enjoyed your comics for a long time. There are seven people in our family. I have three sisters. The two younger ones are twins and they are six. My other sister is seventeen years old. I also have a brother. He is fifteen years old. I am thirteen and in the eighth grade.

I have a bird. His name is Mimi. He is a parakeet. Mimi won second place in the bird division of a pet show. I got him a few years ago for my birthday.

For our vacation we go to Northern Minnesota because my Dad likes to fish. I enjoy fishing too. This summer I caught a walleye. We stay in a resort next to the lake. It is very pretty up there. There are many forests there. In the forests there are many wild animals like bears and deer. Sometimes you see bear tracks along the road and if you're lucky you might even see a bear. I hope we can go again next summer.

FOURTH PRIZE — $1.00

REPORTER

GLINDA BUTLER
48th O.M.S. Box 802
A.P.O. N.Y. 09179

Dear Archie,

My name is Glinda Butler. I am 12 years old. I have blonde hair and blue eyes. I live in England. We have been here for three years, We go back to the United States in August, 1966. I have really enjoyed our stay in Great Britain.

I have been to London two times. The first time I went to London we went to the London Zoo. It was a very interesting trip. I enjoyed watching the apes and the lions the most. When the ape stood up he was almost as tall as the cage.

The second time we went to London we went to St. Paul's Cathedral and to the Wax Museum. I like living in England very much, but I just can't wait to get back to the good old U.S.A.

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ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

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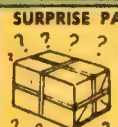
THROW YOUR VOICE

Throw your voice into trunks, behind doors, everywhere. Instrument fits in your mouth and out of sight. Fool teacher, friends and family. Free book on "How to Become a Ventriloquist." No. 137 ..... 25c

MAGIC CARDS

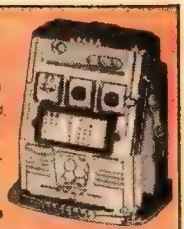
Deck is marked and stripped. Can be read from the back but looks like ordinary deck. With instructions for 10-terrific tricks.
No. 183 ..... $1.98

SURPRISE PACKAGE



Are you willing to take a chance? We won't tell you what you get, but because you're willing to gamble, we'll give you more than your money's worth.
No. 678 ..... Only 50c

JACK POT BANK



A Dime-operating Jack Pot Bank that works just like the one armed bandit in Las Vegas. Just deposit the dime and spin the handle. Reels spin and look like the real stuff. Dimes are removable. This game should not be used for gambling purposes, only for fun.
No. 2060 ..... 1.98

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ONLY
$1.00

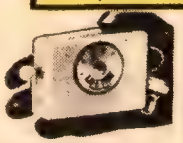
The powerful choice secrets of: Karate, Aikido, Ate-Waza, Judo, Yawara, Jiu Jitsu, Savate

REDUCE ANY ASSAILANT TO CRINGING HELPLESSNESS IN SECONDS

Learn by yourself in just one week. No matter how small you are you can walk with confidence—fear no man.

No. 224 ..... $1.00

AMAZING MINIATURE RADIO



This tiny, feather weight radio operates without batteries, without tubes, but brings you years of listening pleasure. There's nothing to wear out, nothing to replace.
No. 044 ..... $2.98

SILENT DOG WHISTLE

This whistle can't be heard by human ears, but Rover can hear it half a mile away. Your dog will understand that this whistle is for him alone. Be amazed how quickly he responds
No. 701 ..... $1.00

SEE BEHIND GLASSES

A specially treated pair of sun glasses with secret mirrors that enable you to see behind you without anyone knowing you're watching. Really comes in handy at times
No. 30 ..... 75c

MONSTER SIZE MONSTERS

FULL 6 FT. TALL
ONLY $7.00

A full 6 feet tall in authentic full color and so very life-like you'll probably find yourself talking to them. We have those two all-time favorites — spine-chilling Frankenstein, and the mad vampire Dracula.
No. F17 ..... 1.00

6 FT. TALL

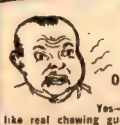
WORMS

Drop these seemingly innocent pellets into a glass of water and magically a worm will appear. Can you imagine the look of horror on your victims face? It's harmless
No. 612 ..... 15c

WHOOPEE CUSHION

Place it on a chair under a cushion, then watch the fun when someone sits down! It gives forth embarrassing noises. Made of rubber, and inflatable A scream at parties and gatherings.
No. 247 ..... 50c

ONION GUM



Yes—Looks like real chewing gum but tastes like ..... like ONIONS! Its too funny! 12 slices to a pack.
No. 281 ..... 20c

MINIATURE SECRET CAMERA

Precision camera so small it fits in cigarette pack. Weighs 2½ ounces and takes 10 pictures per roll. Precision ground lens and time expose shutter. Can be hidden anywhere. Complete with free roll of film.
No. 758 ..... $1.00
6 Rolls Film 75c

JOY BUZZER

The most popular joke novelty in years! Wind up and wear it like a ring. When you shake hands, it almost raises the victim off his feet with a "shocking sensation." Absolutely harmless.
No. 239 ..... Only 50c

X-RAY SPECS

An Hilarious Optical Illusion $1.00

Scientific optical principle really works. Imagine—you put on the "X-Ray" Specs and hold your hand in front of you. You seem to be able to look right through the flesh and see the bones underneath. Look at your friend. Is that really his body you "see" under his clothes" Loads of laughs and fun at parties
No. FL7 ..... $1.00

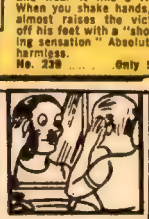
TRICK BASEBALL

It bounces cockeyed, it curves, it dips, it's impossible to catch. It's sure to set all the kids on the block spinning after it. There's a barrel of fun in every bounce
No. 158 ..... 50c

Secret Spy Scope

Pen Size—Clips On Your Pocket-6-Power Magnifier. This exciting new 6-power wide field magnifier is cleverly concealed in a pen-sized pocket scope that lets you "peek" to your hearts content. So handy for Sporting Events, Counter-spying and Girl Watching. Also contains a 30-power full microscope to thrill any naturalist. Not a toy, but a real instrument. Full money back guarantee if not delighted
Only $2.98
Item No. F59 ..... $2.98

TRICK BLACK SOAP



Ordinary looking piece of soap. Victim washes face and gets blacker and blacker. When he gets a look in the mirror, he'll be shocked. Harmless
No. 575 ..... Only 25c

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Lynbrook, N.Y.

Rush me the items listed below. If I am not 100% satisfied, I may return any part of my purchase after 10 days Free Trial for full refund of purchase price.

Item	Name of Item	How Many	Total Price

☐ I enclose _____ in full payment. Same guarantee.
☐ Send C.O.D. I will pay postman on delivery plus postage.

Name .....
Address .....

N.Y. State residents please add 2% sales tax
Sorry, we cannot ship orders for less than $1.00
Kindly add 15c for postage and handling to all orders.

Jughead

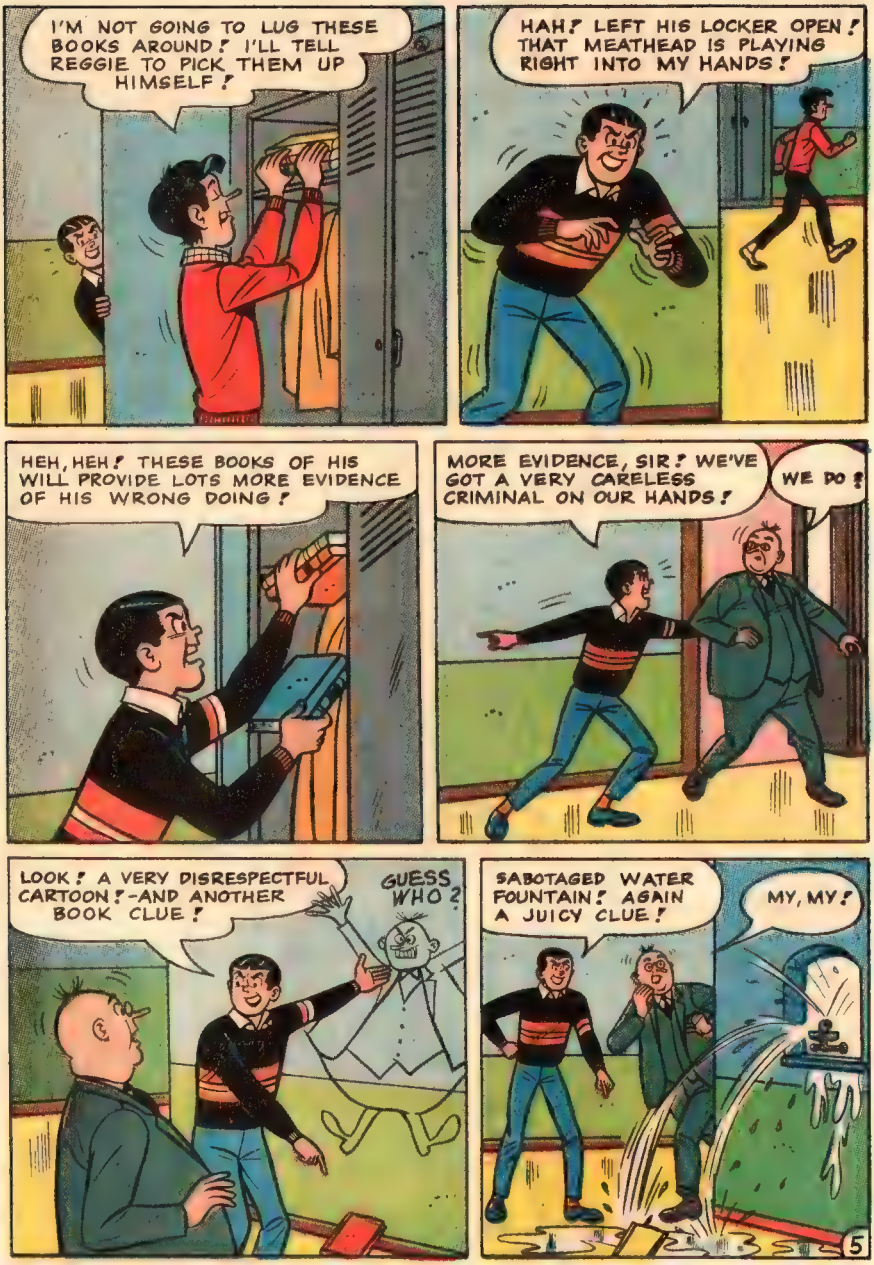
CLUE TO THE CRIME

WHO SPILLED THIS BEAKER OF VILE-SMELLING CHEMICAL OUTSIDE OF MY OFFICE? WHO? -I DEMAND TO KNOW! -WHO??
I CANNOT TELL A LIE, MR. WEATHERBEE!
YOU CONFESS, REGGIE?
YES, SIR! I CONFESS!
I CONFESS THAT IT WAS JUGHEAD!
1

JUGHEAD? HOW DO YOU KNOW?
SEE? -THAT'S HIS PEN LYING AMONG THE DEBRIS!
YOU'RE RIGHT! HIS NAME IS ON IT!
THAT'S EVIDENCE, SIR!
ER,- THANK YOU, REGGIE!
GLAD TO HELP YOU NAIL THE CULPRIT, SIR!
FINK!
WELL, HE DID TURN UP THE CRIMINAL!
GO FETCH ME JUGHEAD!
YES, SIR!
HERE I AM, SIR! SORRY I'M LATE! I OVERSLEPT!
2

YOU MEAN YOU JUST ARRIVED?
BETTER LATE THAN NEVER, SIR!
IS THIS YOUR PEN?
WHY, YES! I LOST THAT TWO DAYS AGO!
EXCUSE ME, JUGHEAD!
KNOCK! KNOCK!
REGGIE?
I CANNOT TELL ANOTHER LIE, SIR!
I FOUND THIS BOOK NEAR A SMASHED WINDOW IN THE GYM! – MORE EVIDENCE, SIR!
IT'S JUGHEAD'S!
THE PHANTOM STRUCK AGAIN!
3

I GUESS OL' NEEDLENOSE IS IN BIG TROUBLE, EH, SIR?
THIS IS CIRCUMSTANTIAL EVIDENCE, REGGIE! NOT PROOF!
GOOD ENOUGH TO NAIL HIM THOUGH! CALL ON ME IF YOU NEED A WITNESS!
ALL RIGHT, JUGHEAD, -YOU MAY GO!
OKAY, MR. WEATHERBEE!
I'LL DUMP MY SWEATER IN MY LOCKER BEFORE I GO TO CLASS!
JUGHEAD! WOULD YOU DO ME A FAVOR?
SURE, MISS GRUNDY!
REGGIE LEFT ALL HIS BOOKS IN MY CLASS! WOULD YOU GIVE THEM TO HIM WHEN YOU SEE HIM?
SURE THING!
4


I'M NOT GOING TO LUG THESE BOOKS AROUND! I'LL TELL REGGIE TO PICK THEM UP HIMSELF!
HAH! LEFT HIS LOCKER OPEN! THAT MEATHEAD IS PLAYING RIGHT INTO MY HANDS!
HEH, HEH! THESE BOOKS OF HIS WILL PROVIDE LOTS MORE EVIDENCE OF HIS WRONG DOING!
MORE EVIDENCE, SIR! WE'VE GOT A VERY CARELESS CRIMINAL ON OUR HANDS!
WE DO!
LOOK! A VERY DISRESPECTFUL CARTOON!-AND ANOTHER BOOK CLUE!
GUESS WHO?
SABOTAGED WATER FOUNTAIN! AGAIN A JUICY CLUE!
MY, MY!
5

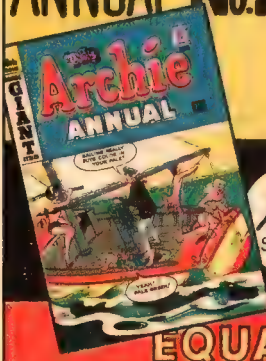
MISCHIEF IN THE CHEM LAB!
-AND ANOTHER BOOK LEFT BEHIND?
WHAT MORE DO YOU NEED, SIR? THESE CLUES ARE GETTING TO BE A TRADEMARK!
WHAT ARE YOU SUGGESTING, REGGIE?
THAT THE OWNER OF THESE BOOKS BE SEVERELY PUNISHED OF COURSE! HE SHOULD BE TAUGHT A LESSON!
YOU'RE QUITE RIGHT, REGGIE! LET'S CHECK THE NAME IN THESE BOOKS!
YES, THERE IT IS, ALL RIGHT!! REGGIE MANTLE! -R.M. -REGGIE MANTLE ....
WHAT?
Later...
I DON'T KNOW HOW YOU DID IT, YOU RAT, BUT I'LL GET EVEN SOMEHOW!
BEATS ME, JUG! SOUNDS LIKE HE'S GOT A PERSECUTION COMPLEX!
WHAT'S HE TALKING ABOUT, ARCH?
THE END
6

TWO GIANTS

ARCHIE ANNUAL No.18

PLUS

ARCHIE'S GIANT P.O.P. POSTER FREE!



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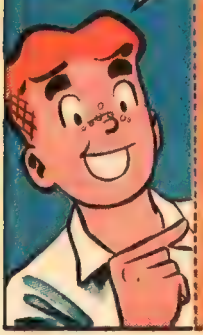
EQUALS =

THE BIGGEST BARGAIN IN ARCHIE COMICS HISTORY!

YOU GET THE GIANT SIZE, FULL COLOR POSTER FEATURING AGENT A.R.C.H.I.E. AS "THE MAN FROM R.I.V.E.R.D.A.L.E." JUST FOR ORDERING THE GIANT SIZE ARCHIE ANNUAL #18! THIS IS THE *ONLY* WAY TO GET IT....SO GET BUSY AND FILL OUT THE COUPON. A QUARTER IS ALL IT TAKES TO SEND THIS BARGAIN ON ITS WAY RIGHT TO YOUR DOOR!

ORDER THE ANNUAL---GET THE P.O.P. POSTER FREE!



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1114 FIRST AVENUE
NEW YORK, N.Y. 10021

ENCLOSED PLEASE FIND 25¢ IN COIN FOR WHICH YOU WILL SEND ME THE ARCHIE ANNUAL #18 AS SOON AS IT IS OFF THE PRESSES... *PLUS* THE GIANT SIZE *FULL COLOR P.O.P. POSTER AS A FREE BONUS!*

NAME _____ AGE ____
(PLEASE PRINT)

ADDRESS _____

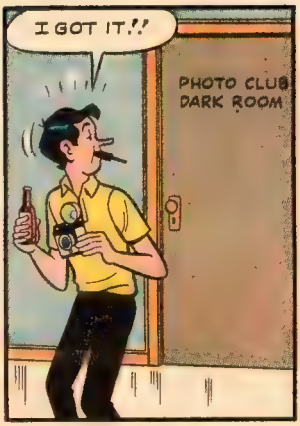
CITY _____ STATE _____

PLEASE Mother

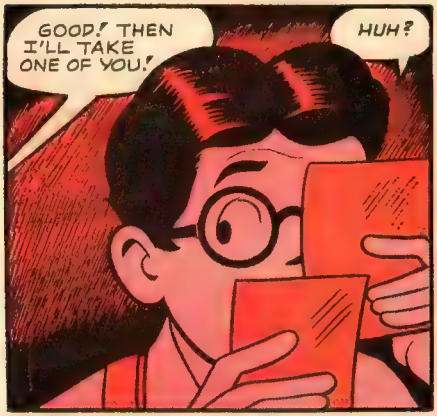
Jughead in "HOCUS FOCUS"
I'M GOING TO WIN THIS CONTEST!
HOW?
BULLETIN BOARD
RIVERDALE H.S. PHOTO CLUB CONTEST!
$25.00 FIRST PRIZE
BY TAKING AN ACTION PICTURE OF JUGGIE RUNNING TO THE LUNCH ROOM!
RRING!!
POOR ARCHIEKINS! NO CAMERA IS QUICK ENOUGH TO TAKE AN ACTION SHOT OF JUGGIE RUNNING TO THE LUNCH-ROOM!
LUNCH ROOM
1

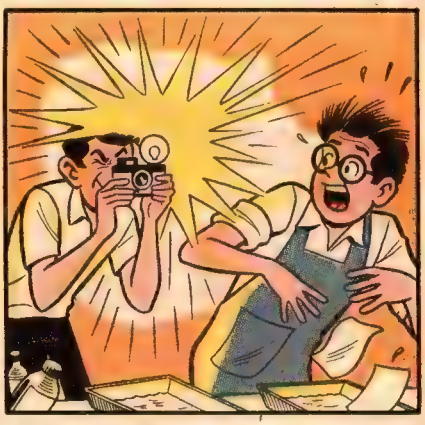
ARCH, I'M SORRY I RUINED YOUR SHOT!
THAT ISN'T ALL YOU RUINED!
YOU ALSO RUINED MY CHANCES OF WINNING!
$25.00!!
BULLETIN BOAR
RIVERDALE PHOTO CL
CONTEST
$25.00 FIRST PRIZE
...AND CARRY TWO... $25.00 = 100
WHERE ARE YOU GOING?
TO ENTER THE PHOTO CLUB CONTEST!
BOARD
ALE H S
CLUB
EST
FIRST PRIZE
BETTY, I'M GOING TO TELL ARCHIE WHAT A FAB GIRL YOU ARE!
THANKS! BUT WHY?
FOR LENDING ME YOUR CAMERA!
2

HMM.! LET'S SEE.! WHAT KIND OF PICTURE CAN I TAKE ?


I GOT IT.!!
PHOTO CLUB DARK ROOM

DILTON WOULD YOU LIKE TO SEE YOUR PHOTO WIN THE CONTEST ?
OF COURSE.!
FIX


GOOD.! THEN I'LL TAKE ONE OF YOU.!
HUH?



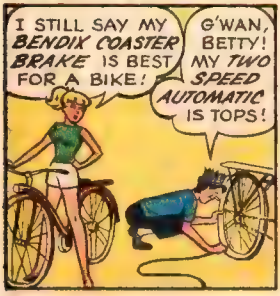
(SOB.!) MY PICTURE IS RUINED.!
NO, IT ISN'T, DILTON.!

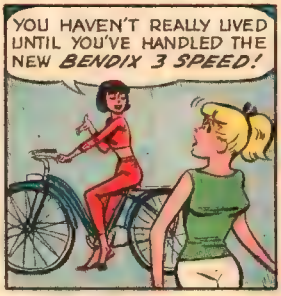
I THINK YOUR PICTURE WILL COME OUT VERY NICELY.!

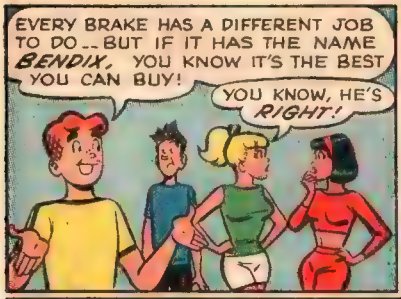
MOOSE, DID YOU SEE WHAT HAPPENED TO MY ICE CREAM POP?
D-DON'T BOTHER ME NOW.!
YOU FOUND IT.!
YOU RUINED MY SNAPSHOT.!
YOU RUINED MY POP.!
WOULD YOU LIKE TO HAVE MY SNAP-SHOT INSTEAD?
NO, I'M GONNA GIVE YOU A SHOT.!
...RIGHT IN THE HEAD.!
BOP!
MOOSE, YOU KNOCKED JUGGIE'S SODA INTO MY DEVELOPER.!
LOOK AT WHAT IT DID TO MY PRINT.!
MY.! THAT'S A VERY INTERESTING BUBBLY EFFECT, REGGIE.!

NEXT DAY ~
JUGHEAD'S PICTURE WINS THE PHOTO CLUB CONTEST!
1ST PRIZE
...MAINLY BECAUSE IT WAS THE ONLY ONE ENTERED IN THE CONTEST!
I UNDERSTAND THE OTHER FELLOWS HAD TROUBLE IN THE DARKROOM!
YEAH! YOU COULD SAY THEY WERE IN THE DARK IN MORE WAYS THAN ONE!
HERE'S YOUR PRIZE, JUGHEAD!
WOWEE!!
1ST PRIZE
I THINK THERE'S NOTHING LIKE THE PHOTO CLUB!
$
$
OH, JUG! COME OVER HERE!
...WE HAVE ANOTHER CLUB THAT'LL INTEREST YOU!
END

ARCHIE BRAKES UP AN ARGUMENT!







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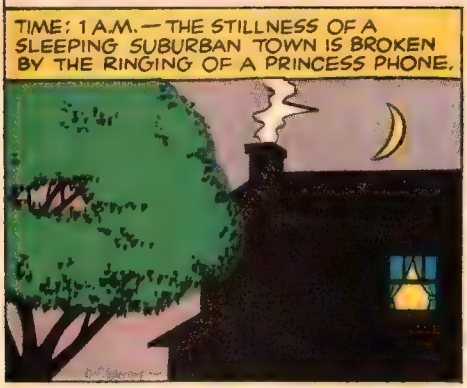
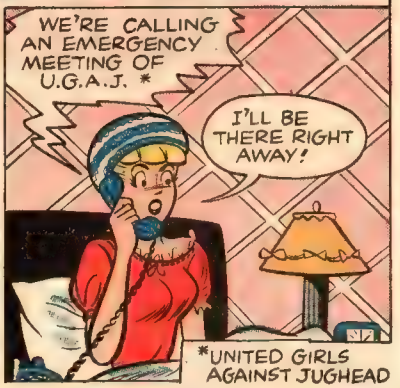
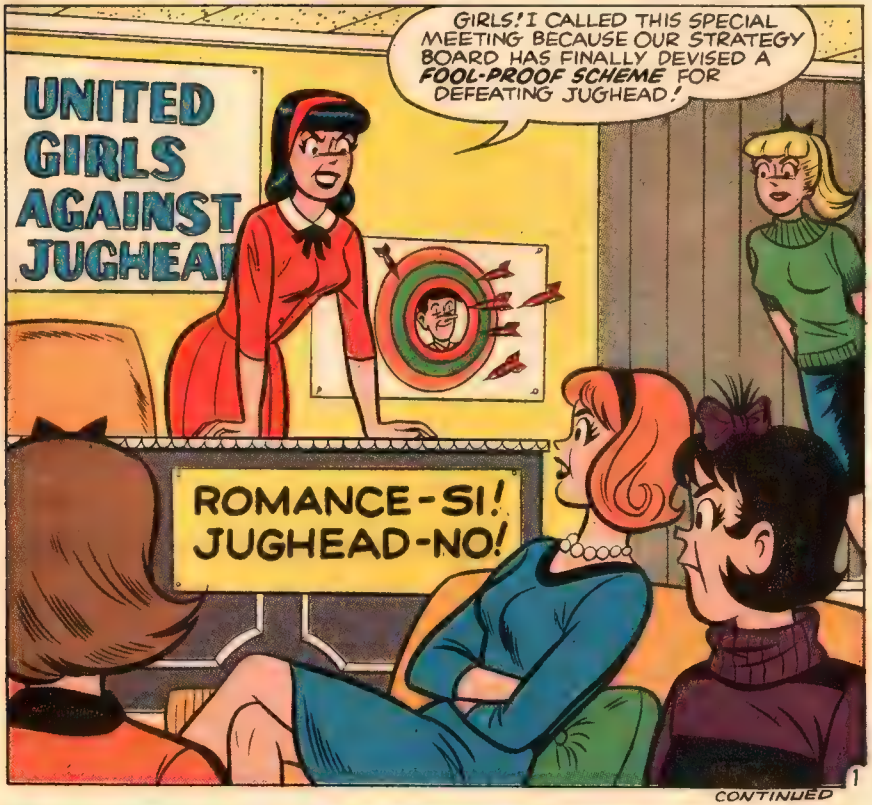
LI'L JINX
GET THE POINT?
HUMPH! I CAN'T WRITE TOO WELL WITH THIS SMALL PENCIL!
?
SNAP
WHRRRR
WHRRRR
END

JUGHEAD "The 'IN' crowd"






GIRLS! I CALLED THIS SPECIAL MEETING BECAUSE OUR STRATEGY BOARD HAS FINALLY DEVISED A FOOL-PROOF SCHEME FOR DEFEATING JUGHEAD!
UNITED GIRLS AGAINST JUGHEAD
ROMANCE-SI! JUGHEAD-NO!

CONTINUED

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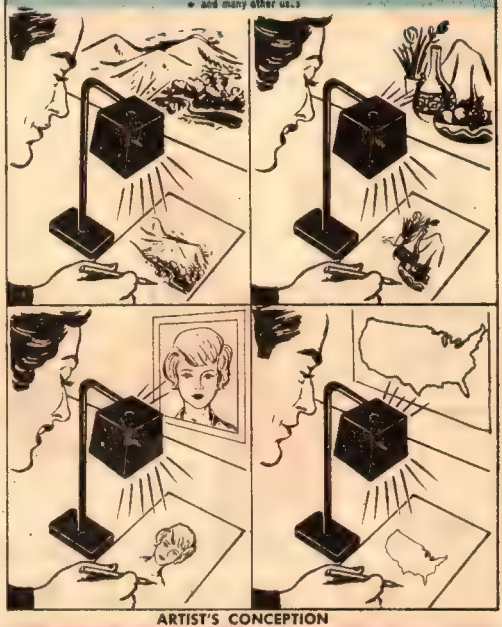

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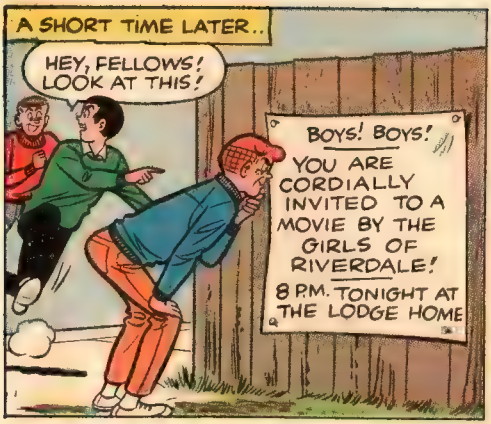
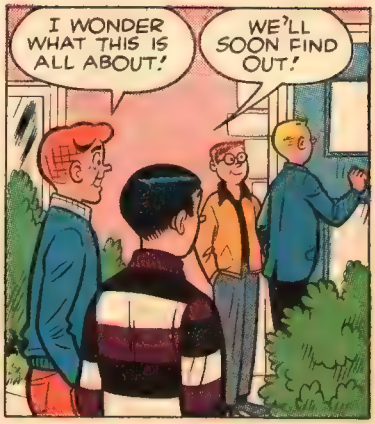
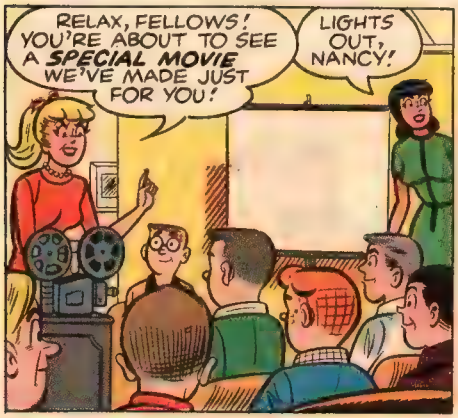
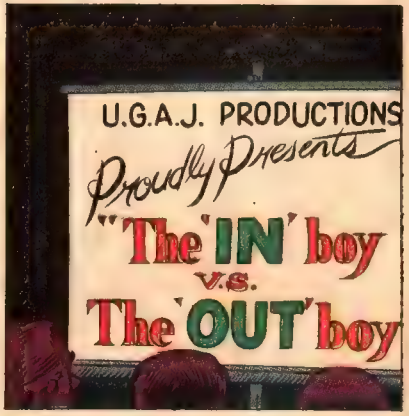
ALICE, PLEASE REVIEW OUR STRATEGY UP TO NOW!
WE'VE TRIED TO GET JUGHEAD INTERESTED IN GIRLS!
...BECAUSE WE WERE AFRAID HIS DANGEROUS THINKING MIGHT SPREAD TO OTHER BOYS!
ROMAN SI! JUGHEA NO!
EXACTLY! AND THAT IS WHY WE'VE ALWAYS FAILED!
DOWN WITH JUGH
...WE'VE OVERLOOKED THE OBVIOUS! JUGHEAD WILL ALWAYS BE HOPELESS WHERE GIRLS ARE CONCERNED!
OUR STRATEGY SHOULD BE TO HOLD UP JUGHEAD AS A BAD EXAMPLE WHO SHOULD NOT BE IMITATED!
U
J
CODE: U= U.G.A.J. J= JUGHEA
I GET IT! WE'LL MAKE JUGHEADISM OUT AND NON-JUGHEADISM IN!
PRECISELY!
2

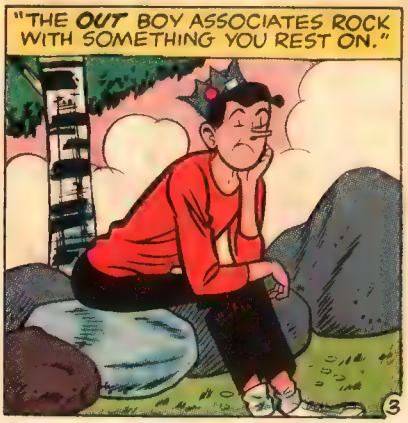

A SHORT TIME LATER..
HEY, FELLOWS! LOOK AT THIS!
BOYS! BOYS! YOU ARE CORDIALLY INVITED TO A MOVIE BY THE GIRLS OF RIVERDALE!
8 P.M. TONIGHT AT THE LODGE HOME

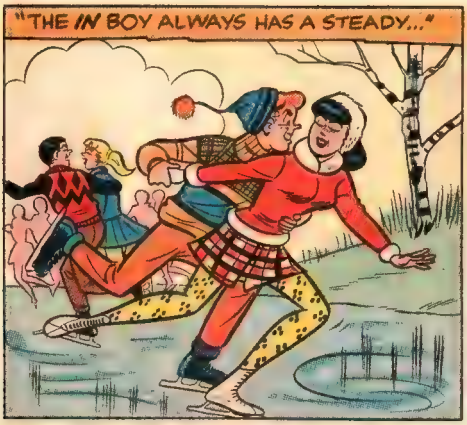

I WONDER WHAT THIS IS ALL ABOUT!
WE'LL SOON FIND OUT!

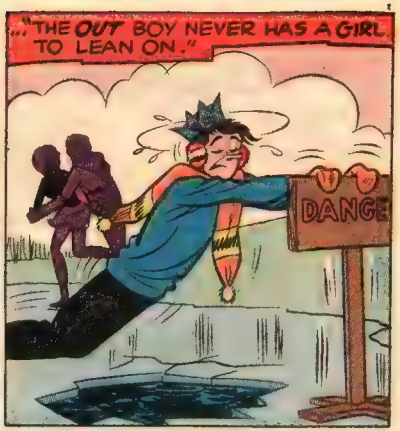

RELAX, FELLOWS! YOU'RE ABOUT TO SEE A SPECIAL MOVIE WE'VE MADE JUST FOR YOU!
LIGHTS OUT, NANCY!

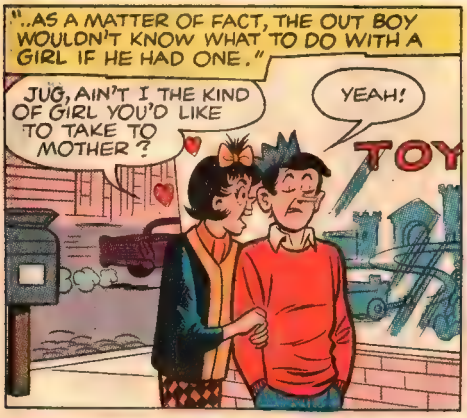

U.G.A.J. PRODUCTIONS
Proudly Presents
"The 'IN' boy
V.S.
The 'OUT' boy

"THE IN BOY CAN DO ALL THE LATEST ROCK DANCES..."

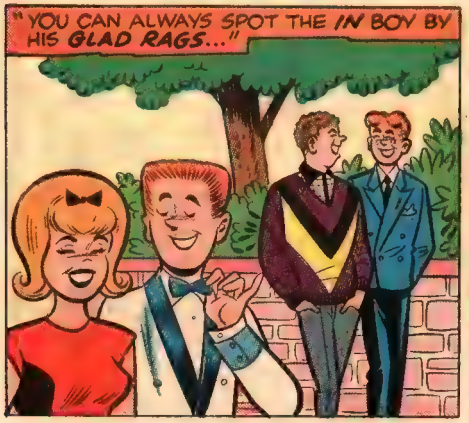

"THE OUT BOY ASSOCIATES ROCK WITH SOMETHING YOU REST ON."
3


"THE IN BOY ALWAYS HAS A STEADY..."

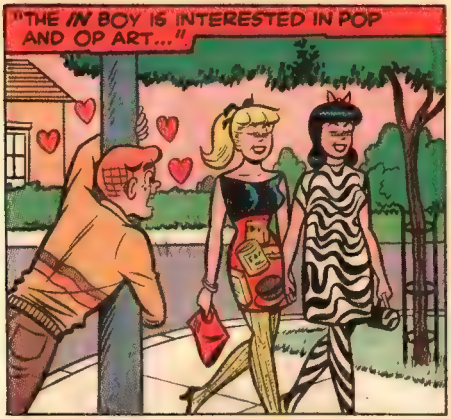

..."THE OUT BOY NEVER HAS A GIRL TO LEAN ON."
DANG


"..AS A MATTER OF FACT, THE OUT BOY WOULDN'T KNOW WHAT TO DO WITH A GIRL IF HE HAD ONE."
JUG, AIN'T I THE KIND OF GIRL YOU'D LIKE TO TAKE TO MOTHER?
YEAH!
TOY

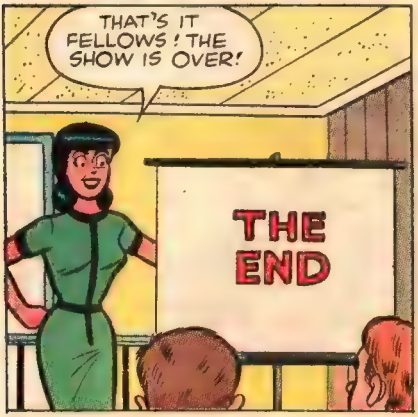
...YOUR MOTHER!

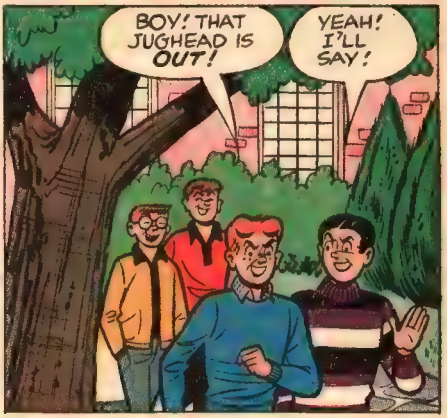

"YOU CAN ALWAYS SPOT THE IN BOY BY HIS GLAD RAGS..."

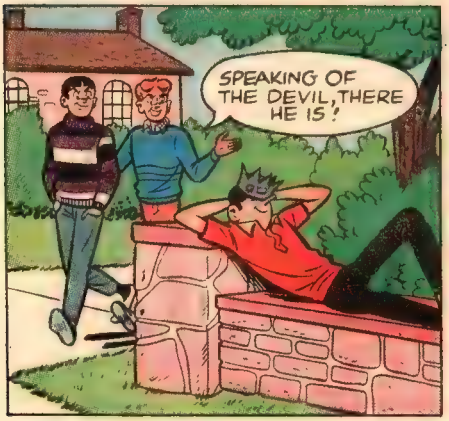
"YOU CAN ALWAYS SPOT THE OUT BOY BY HIS SAD RAGS."
THAT MUST BE HIS SUNDAY SUIT... IT HAS LESS PATCHES THAN HIS OTHERS!


"THE IN BOY IS INTERESTED IN POP AND OP ART..."

"THE OUT BOY IS ONLY INTERESTED IN BUBBLEGUM CARDS."
THE GUM ALSO HELPS PROTECT ME AGAINST SNEAKY KISS STEALERS!


THAT'S IT FELLOWS! THE SHOW IS OVER!
THE END


BOY! THAT JUGHEAD IS OUT!
YEAH! I'LL SAY!


SPEAKING OF THE DEVIL, THERE HE IS!

JUG, WE JUST SAW A MOVIE ABOUT THE "IN CROWD"!
AND MAN! YOU ARE OUT!

I ADMIT I'M OUT...IF OUT IS SPENDING ONE'S ALLOWANCE ON ONESELF!
I'M OUT ALL RIGHT IF OUT IS SITTING IN COMFORT WHILE OTHERS STRUGGLE ON A CROWDED DANCE FLOOR!
AND BOY AM I OUT... IF OUT IS BEING ABLE TO PICK YOUR OWN DUDS!
YOU KNOW SOMETHING? HE'S SO WAY OUT HE'S IN!
WE'RE THE FOOLISH CONFORMISTS!
YOU'RE RIGHT! HE DOES EXACTLY WHAT HE WANTS TO DO!
GIRLS, LOOK!
THE NEXT DAY
NO!
I CAN'T BELIEVE IT!
LOOK! I CAN IMITATE JUGHEAD'S WAY OF WALKING!
I CAN EVEN EAT A BURGER JUST LIKE JUG!
OUR PLAN HAS BACKFIRED!
JUGHEAD-ISM IS IN!
JOIN THE IN CROWD WITH A GENUINE JUGHEAD HAT! 50¢
WILL U.G.A.J. EVER RECOVER FROM THIS DEVASTATING BLOW? PROBABLY NOT FOR A WEEK OR SO.
The End

MILLION DOLLARS WORTH of FUN only $1.00

OVER 100 TRICKS, STUNTS You Can Do in Minutes! No skill or special Props.

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Here's the easiest-to-do collection of puzzling tricks, gags and stunts you've ever seen. The best of many hundreds that were considered. Selected because of their baffling effect, simplicity and no need for special props. Whether you're ten or seventy you'll amaze friends every time — and all it takes is 60 seconds to master any of these secrets of wizardry. Best of all the only equipment you need are coins, matches, playing cards, etc., all found right in your home. You'll enjoy loads of laughs and new popularity—be the center of "attraction" when you use these tricks.

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HOW TO DO STRONG MAN TRICKS without STRENGTH

BE ADMIRED BY GIRLS AND ENVIED BY MEN, WHEN YOU PERFORM ALL THESE AMAZING STRONG MAN STUNTS!

FREE 30-DAY TRIAL PROVES IT TO YOU

Now, regardless of your present strength, you can entertain the crowds and amaze your friends with STRONG MAN STUNTS that make you feel like a SUPERMAN. It's so easy -- when you know how. There's an easy trick to doing every BAFFLING STUNT and you can PROVE it to yourself, as our guest, for the next 30 days. Unless you are breaking planks, lifting huge weights, driving nails with your fist and WINNING new admiration -- in 30 days, return the complete POWER-PACKED Strong Man's Course and your money back. Fair enough? ONLY because we know YOU can achieve these miracles, do we make such a DARING offer.

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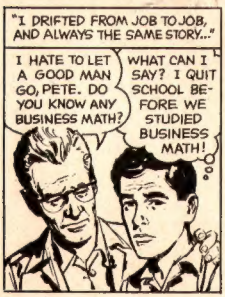
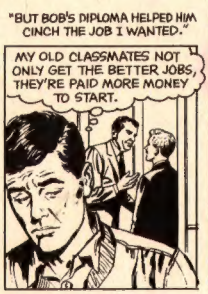
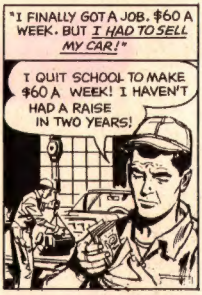
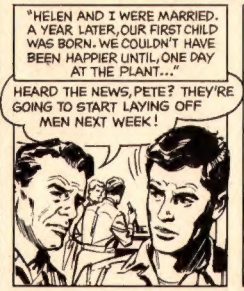
HIGH SCHOOL
FREE AT LAST!
NO MORE SCHOOL FOR ME. MY NEW JOB PAYS $60 A WEEK. AND I'M BUYING A CAR WITH MY OWN MONEY!

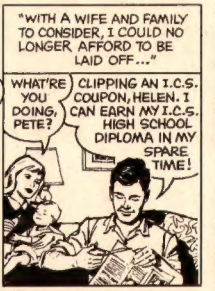

"I DRIFTED FROM JOB TO JOB, AND ALWAYS THE SAME STORY..."
I HATE TO LET A GOOD MAN GO, PETE. DO YOU KNOW ANY BUSINESS MATH?
WHAT CAN I SAY? I QUIT SCHOOL BEFORE WE STUDIED BUSINESS MATH!

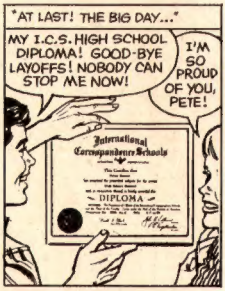
"A YEAR AFTER QUITTING SCHOOL, I WAS OUT OF A JOB, FOR THE THIRD TIME.
PETE! YOU LOOKING FOR A JOB HERE, TOO?
BOB SHOLL! YEAH! I FIGURE I'VE GOT THE EXPERIENCE!
EMPLOYMENT OFFICE

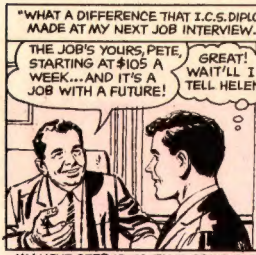

"BUT BOB'S DIPLOMA HELPED HIM CINCH THE JOB I WANTED."
MY OLD CLASSMATES NOT ONLY GET THE BETTER JOBS, THEY'RE PAID MORE MONEY TO START.




"HELEN AND I WERE MARRIED. A YEAR LATER, OUR FIRST CHILD WAS BORN. WE COULDN'T HAVE BEEN HAPPIER UNTIL, ONE DAY AT THE PLANT..."
HEARD THE NEWS, PETE? THEY'RE GOING TO START LAYING OFF MEN NEXT WEEK!


"WITH A WIFE AND FAMILY TO CONSIDER, I COULD NO LONGER AFFORD TO BE LAID OFF..."
WHAT'RE YOU DOING, PETE?
CLIPPING AN I.C.S. COUPON, HELEN. I CAN EARN MY I.C.S. HIGH SCHOOL DIPLOMA IN MY SPARE TIME!


"AT LAST! THE BIG DAY..."
MY I.C.S. HIGH SCHOOL DIPLOMA! GOOD-BYE LAYOFFS! NOBODY CAN STOP ME NOW!
I'M SO PROUD OF YOU, PETE!
International Correspondence Schools
DIPLOMA


"WHAT A DIFFERENCE THAT I.C.S. DIPLOMA MADE AT MY NEXT JOB INTERVIEW..."
THE JOB'S YOURS, PETE, STARTING AT $105 A WEEK... AND IT'S A JOB WITH A FUTURE!
GREAT! WAIT'LL I TELL HELEN!

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Pete Duncan is fictional. His story is a composite from the files of I.C.S.

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8. Run Baby Run
9. Eve Of Destruction
10. It Ain't Me, Babe
11. Summer Nights
12. We Gotta Get Out Of This Place
13. Houston
14. The In Crowd
15. I Know A Place
16. I'm Telling You Now
17. Girl Don't Come
18. Do You Wanna Dance
19. Long Lonely Nights
20. Stranger In Town
21. Turn Turn Turn
22. I Hear A Symphony
23. But You're Mine
24. Get Off Of My Cloud
25. I'm Henry The VIII, I Am
26. I Like It Like That
27. Easy Question
28. Satisfaction
29. Cara Mia
30. Seventh Son
31. The Name Game
32. Tell Her No
33. All Day And All of the Night
34. This Diamond Ring
35. My Girl
36. The Jolly Green Giant
37. Baby Love
38. Leader Of The Pack
39. Is It True
40. The Door Is Still Open
41. You Were Made For Me
42. Back In My Arms
43. Crying In The Chapel
44. Engine Engine No. 9
45. L-O-N-E-L-Y
46. Help Me Rhonda
47. I Feel Fine
48. Come See About Me
49. Dear Heart
50. The Wedding
51. Sha La La
52. Amen
53. Dang Me
54. The Little Old Lady (From Pasadena)
55. Under The Boardwalk
56. Rag Doll
57. Wishin' And Hopin'
58. Nobody I Know
59. You Really Got Me
60. I Don't Want To See You Again

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